

Case Study

Aloha Spirit in Retail Channels: Product Allure in Paradise



One of the world's most exciting and challenging channel entry points is Hawaii. The islands evoke images of natural beauty, pristine air and water, and healthy lifestyles. Visitors from various economic groups and nationalities converge for fun in the sun all year round. And shopping. Lots of it. We see a particularly enjoyable place in which to do business, wherein products that originate in Hawaii vie for shelf space with imported products, and every manufacturer has an eye on building a following

with local retailers and tourists who purchase products on vacation, then head home and request the same from their preferred retailers.

Tourism centers in Hawaii are no different than the typical mainland metro market: local partnerships are always valuable, and often mandatory. Island loyalty carries weight, dominates premium shelf space, and carries products into a safe "brand awareness" zone. Standard, upscale shopping malls with flagship stores such as Nordstrom attract time and wallets of upper-crust tourists, as do resort gift shops; while Hawaiian kitsch can be purchased from the hard-working owners of ABC Stores or Hilo Hattie.

Hawaiian manufacturers and artisans also launch products into mainland and such key foreign markets as Japan through local retail outlets. Makers of locally grown and imported goods recognize the "triple play" opportunity from serving one of the globe's most vibrant and growing tourist centers.

Competition is always more fun in the tropics! In Hawaii, thoughtfully designed and created products can catch the wave back to bigger, more diverse retail markets. In Hawaii, the right products in the right retail stores catch the eye of three prized consumer profiles: well-heeled jet setters, prosperous residents, and budget-conscious tourists.



The best part about succeeding in retail channel sales in tourism centers is that visitors buy products that evoke the carefree times spent there, then return home and ask for more of the product in their local retailers.

For more market-leading ideas on how to build and grow effective international business relationships, please contact me today. Happy Landing!

Call today to find out how Hanson Marketing transforms international sales and marketing strategies of companies just like this one:

"Tom was a key reason for the successful launch of our products into the Motorola worldwide channel ... He provided marketing support and strategic guidance in all markets and personally drove the Latin American market initiatives...."Director, Cisco Systems Channels